

Bostrom
Corp

BOSTROM CORPORATION
MILWAUKEE 4 WISCONSIN

KARL BOSTROM
CHAIRMAN OF THE BOARD

May 24, 1963

Mr. Harold Gibbons, Executive Assistant
to the General President
International Brotherhood of Teamsters,
Chauffeurs, Warehousemen and Helpers
of America
2801 Trumbull Avenue
Detroit, Michigan

Dear Mr. Gibbons:

Enclosed is a copy of my letter to Dave Previant
and a set of the advertising reprints I sent to
him.

I trust that you have received the reprints of
"The Changing Image of the Truck Driver" by
Elizabeth Goyak.

Sincerely,

Karl Bostrom

Karl Bostrom

KB:db

Enc.

ADMINISTRATIVE FILE

Bostrom Corporation
X & TA Foundation, Inc.

X

May 24, 1963

Dear Dave:

In a relatively free market economy, each industry seeks to put its best foot forward, not only in terms of products, services and prices for such products and services, but also to offset the competitive drives by other industries doing the same thing.

Enclosed are some recent examples of these efforts on our part, both on an industry-wide basis through the American Trucking Foundation and on a product basis to the truck operators who buy our products.

Most industries can pinpoint their advertising and promotional methods, but our misfortune has always been that the ultimate user, the truck driver, cannot be reached through conventional means. Hence, we always have to promote our product to the buyer of our seats and appeal to him on the basis indicated by our product ads i.e., that it lowers cost and increases productivity by the increased well-being of his drivers. What remains for us, therefore, is the subjective appreciation of the seat by the driver. This difficult selling job, of course, can be achieved only through his word of mouth promotion. This in turn means we have to have an unusually good product. Even so, such word-of-mouth selling is very limited in reaching the total potential market.

We have, of course, always believed that the Teamsters Union should be directly concerned because it influences the health and well being of the driver, which is reflected in safety, health insurance costs and ultimately, pension costs and membership turnover.

It was for this reason that John L. Lewis was always fighting for safety in the mines, not only from a humanitarian viewpoint, but because it had a profound effect on the cost of mining coal and the ability of the operators to pay a living wage.

Mr. David Previant
May 24, 1963
Page 2

As a former labor editor and a member and officer in the original American Newspaper Guild (C.I.O.), I know that despite our marketing problems, it has always been both impolitic and inconsistent with the ideals of trade unionism to use its power as a vehicle for commercial exploitation of any particular product, however important to union members.

Today, however, improved seating has been adopted by thousands of fleets and while we were the pioneers, we now belong to an industry with competitors seeking - like ourselves - the sale of better seating to the truck industry.

Cordially,

Karl Bostrom

KB:db

Enc. copy of letter to Harold Gibbons
 ATA ads

RECEIVED
MAY 29 1 10 PM '63
FEDERAL BUREAU OF INVESTIGATION
U.S. DEPARTMENT OF JUSTICE

Trucks deliver everything but the baby

Still, by a diligent search we could probably turn up a truck driver who has delivered the baby. No fee, of course.

Doctors generally handle this kind of delivery. Trucks are happy to deliver everything else Baby needs. The fact is, the trucking industry hauls 3 out of every 4 tons of American freight. Everyone benefits because truck transportation is efficient transportation that helps lower distribution costs.

Our national economy fares well, too. The trucking industry provides 7½ million jobs directly, hundreds of thousands more indirectly . . . 12 million vehicles . . . uses 16 billion gallons of motor fuel and \$4 billion worth of equipment annually . . . contributes more than \$3 billion in road-use taxes each year. However you look at it, the trucking industry is a vital, energetic boon to America—one that helps all of us live better all ways. We are proud to serve it.

Bostrom
Seating, cushioning and safety brakes • Milwaukee 4

ATA
FOUNDATION INC.
AMERICAN TRUCKING INDUSTRY



How did it get there?

By truck. Piece by piece, of course.

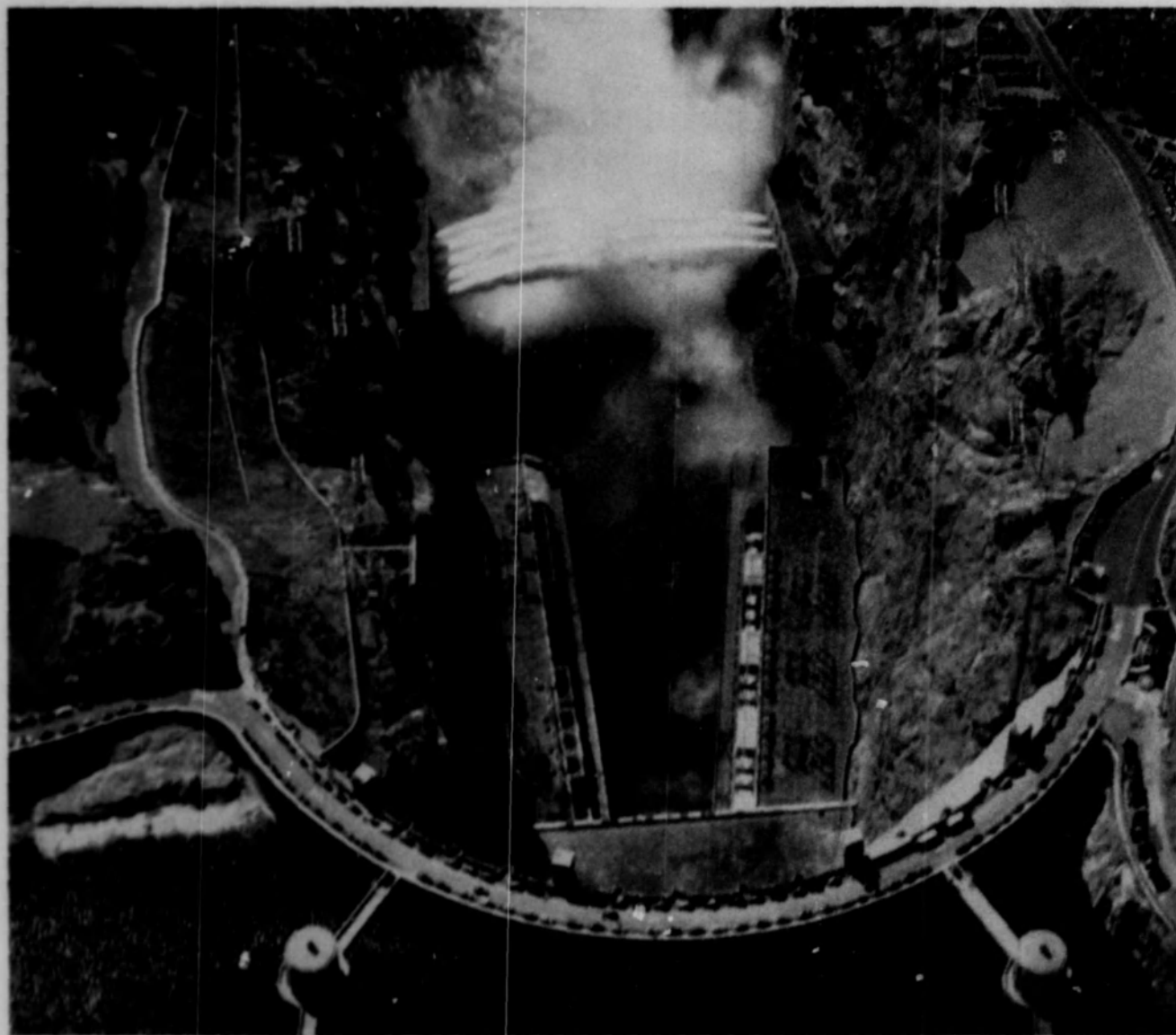
From the moment man conceives a dam (bird's-eye view below), a building, or most any structure, trucks are in the picture. The reason? Truck service is so flexible, so universally capable of meeting any transportation requirement. Trucks always get through to deliver the materials needed.

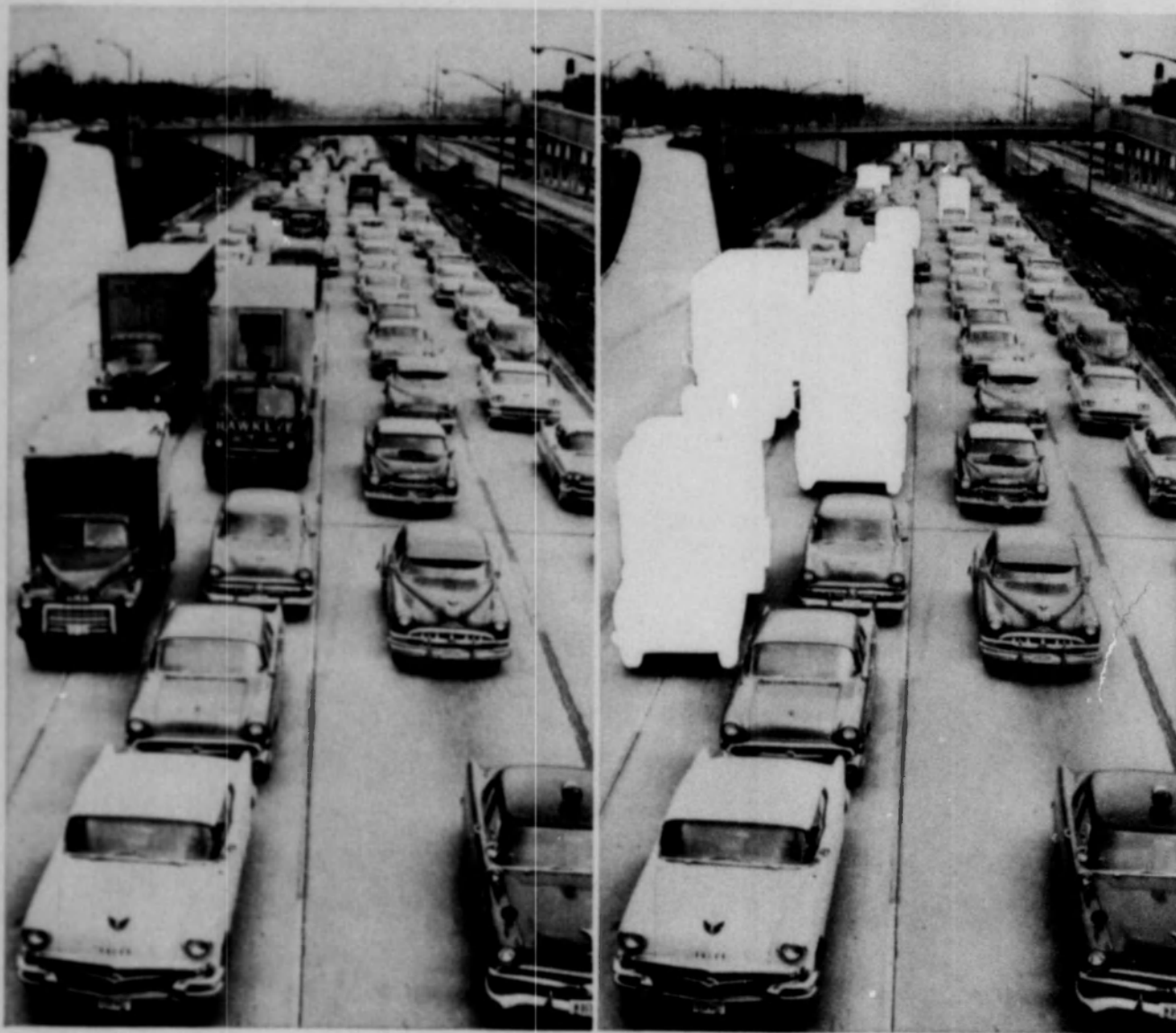
Whatever our business, trucks serve each of us daily. The fact is, trucks deliver 3 out of every 4 tons of freight—animal, vegetable or mineral.

Millions of jobs depend on the trucking industry. It purchases about 12 million vehicles, 16 billion gallons of motor fuel, and \$4 billion worth of new equipment and parts. And—contributes more than \$3 billion in road-use taxes per year. All in all, the trucking industry is a vital part of America's past, present and future—helping all of us to progress and to prosper. We are proud to be part of it.

Bostrom
SALES • SERVICE • REPAIRS • SAFETY TRAILERS • MILWAUKEE 4

ATA
FOUNDATION INC.
AMERICAN TRUCKING INDUSTRY





Hold back the trucks...then what?

Every industry, commercial and institutional establishment and home depends upon hour-by-hour truck deliveries. Any slow-down, day or night, would result in minor to major problems somewhere—perhaps affecting you and your business.

No doubt of it—the trucking industry is a prime mover in our national well-being. It moves 3 out of every 4 tons of freight hauled anywhere in the United

States. It operates about 12 million vehicles. It employs more than 7½ million workers directly and millions more in related activities. It hauls everything from baby food to missile base equipment to bridges—is the dominant mode of freight transportation in America today.

Bostrom Corporation, makers of truck and automotive seats, seat cushions and molded urethane foam, is proud to be a part of this vital industry.



*Suspension Seating
and Cushioning*



*American Trucking
Industry*

What happened to progress here?

Vitality of a community, a business or a nation
its progress and prosperity—can often be
measured by the number of trucks you
serving it. You might almost say: "No trucks,
no nothing."

As the primary means of moving freight to
and from many thousands of communities,
truck transport has contributed to American
progress and better living standards. This

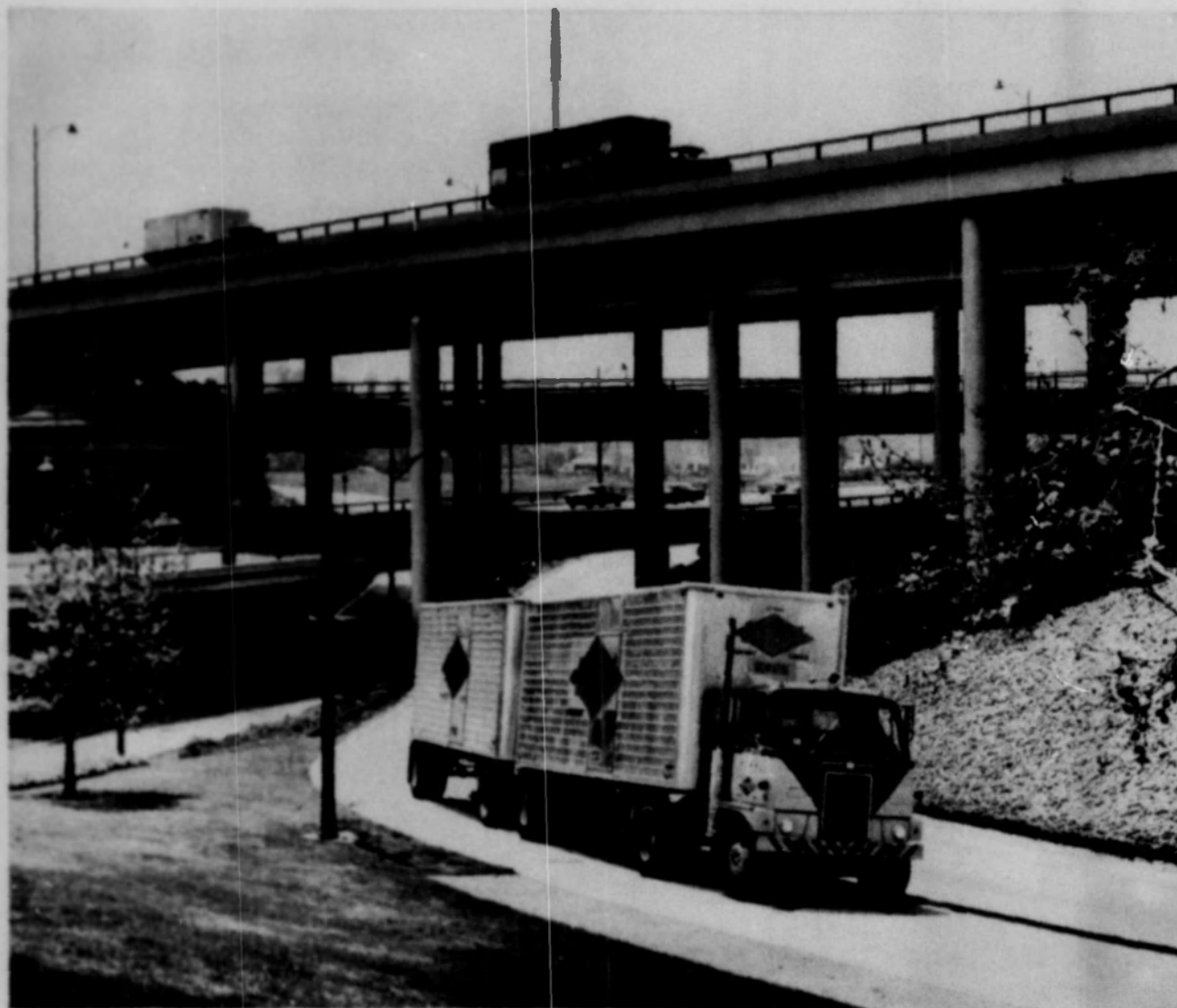
will certainly continue in the years to come.

By 1972 trucks will have paid more than
fifteen billion dollars (36.1% of total cost)
toward the federal highway program alone.
At the same time, trucks will continue to pay
heavy state taxes to help build and maintain
other roads in the states. The trucking indus-
try serves as an important partner in sharing
the cost of all highways.

for

advertisement

to appear in the April 13, 1961, issue of BUSINESS WEEK



Everyone benefits with better roads

If highways are built to better standards because of trucks, you may be sure that these roads are better for everyone. The nation gains an improved highway network because of trucks—and everyone benefits.

By 1972 trucks will have paid more than fifteen billion dollars toward the federal highway program alone. This is 36.1% of the total cost. At the same time, these same vehicles

will continue to pay heavy state taxes to help build and maintain other roads in all of our fifty states. The trucking industry is an important and active partner in sharing the cost of all highways.

For years and years to come, the American trucking industry will continue to help the nation build and expand—always adding to America's growth and progress.

BOSTROM

ATA FOUNDATION INC

*Suspension Seats
for Trucks*



*American Trucking
Industry*

This advertisement scheduled to appear in the April 8, 1961, issue of BUSINESS WEEK



Profit Prophet

Every driver is a profit prophet, because your profits are linked directly to your driver's health, safety, efficiency.

When his productivity is hampered by road shocks, jolts, jars, bounces and vibrations, profits suffer. This can't happen when he drives on a Bostrom Viking T-Bar Suspension Seat. He stays alert, efficient, steady. Safety and morale climb and stay at a high peak.

Here's why. Bostrom Viking T-Bar Seats are profit-making machines that reduce vitality-robbing road conditions. The torsion bar does it. This system of



torquing—unique with Bostrom—is performed by the twisting action of special preloaded alloy steel bars. These bars are torqued to compensate for the driver's weight—and in combination with automatic shock absorber dampen even severest road shocks. Result: a smooth, level ride for the driver, faster delivery and better profits for you.

Only Bostrom Suspension Seats have all these features. And, Viking T-Bar* and Westcoaster* Suspension Seats are available in all trucks. See your truck dealer or parts distributor.

IMPROVED SEATING FOR IMPROVED PROFIT

*TM—Bostrom Corporation

Bostrom

Bostrom Corporation, Milwaukee 4, Wis.
Bostrom AG International, Zug, Switzerland



Ad No. 166

Petroleum & Chemical Transportation—October
Power Wagon—October
Transport Topics—14 cols. x 10 in.—September 10
Bus & Truck Transport (Canada)—September

1962—1 page—7 x 10 in.



How many bounces per seat dollar can you afford?

Bounces, road shock and vibration sap driver efficiency and productivity. This obviously costs money, reduces profit.

But when drivers ride on Bostrom Viking T-Bar® Suspension Seats, these productivity-reducing factors are virtually eliminated. A Viking T-Bar Seat is a machine that soaks up bounces, jolts, jares and vibration. Drivers remain level in the seat, steady at the wheel. Efficiency, alertness, morale and safety are increased.

Improve your profits with Viking T-Bar Suspension Seats.



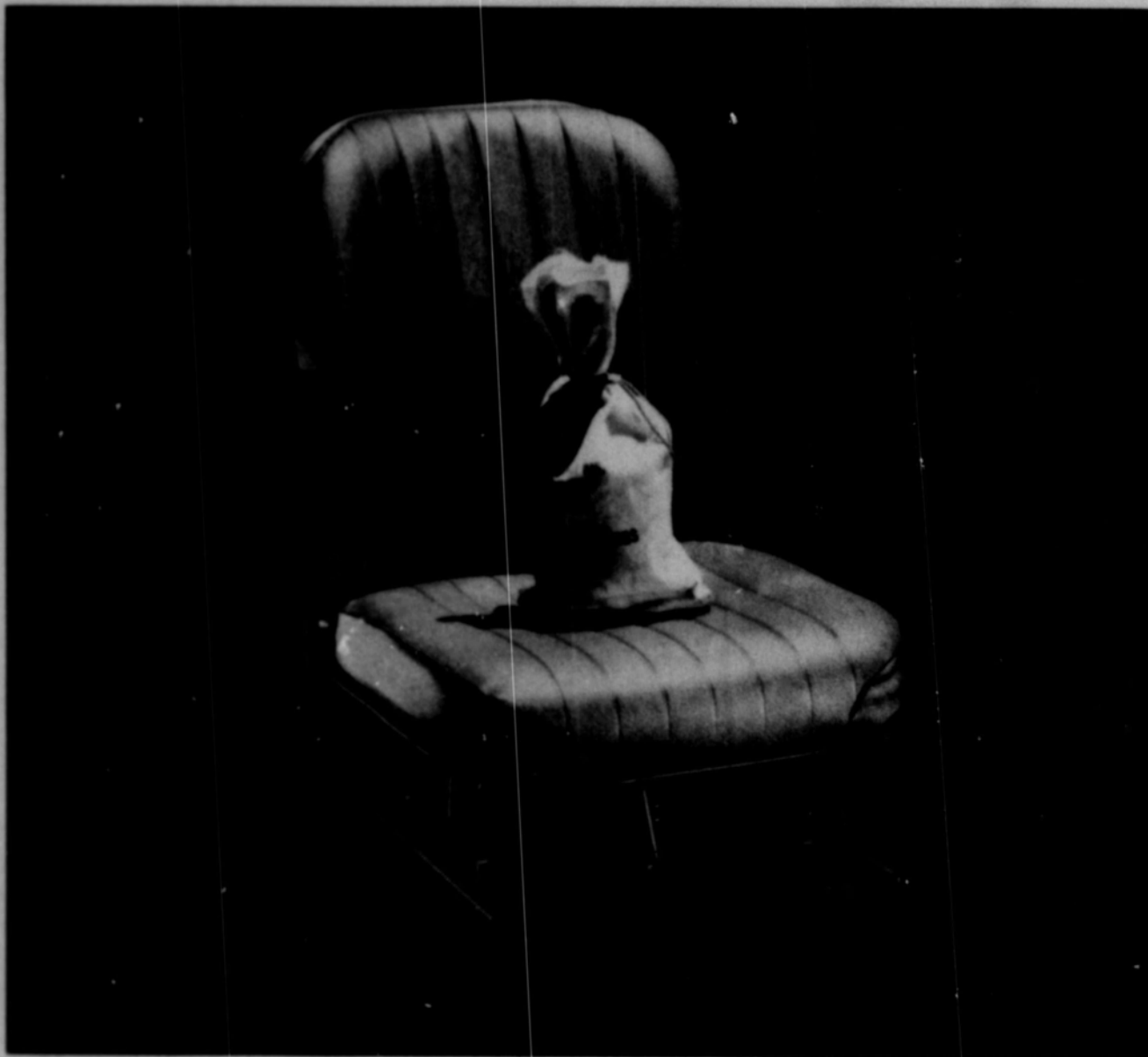
Bostrom Viking T-Bar Suspension Seats remove jolts, jares, road shock and vibration by means of a unique torsion bar suspension system. This is accomplished by torquing or twisting action of special alloy steel bars. These torsion bars are also preloaded or torqued to compensate for the individual weight of the driver. Severe jolts are dampened by a double-acting shock absorber. Only Bostrom Suspension Seats offer all these features.

Viking T-Bar and Westcoaster® Suspension Seats available in all trucks. See your truck dealer or parts distributor.

IMPROVED SEATING FOR IMPROVED PROFIT
*TM—Bostrom Corporation

Bostrom

Bostrom Corporation, Milwaukee 4, Wisconsin
Member ATA Foundation Inc.



Profit-making machine

Yes, a truck seat will make money for you—if it's a Bostrom Viking T-Bar® or Westcoaster™ Suspension Seat.

This virtually is a machine—with suspension system control of road shock, jolts and vibration. These fatigue-producing conditions don't reach drivers when they ride on Bostrom Viking T-Bar Seats. Drivers stay attentive, alert, steady at the wheel—feel better, work better, produce better.

That earns dollars in increased efficiency and productivity. Thus Viking T-Bar Suspension Seats lower your operating cost and increase your profits.



Viking T-Bar Suspension Seat stamina is proved over three-million-mile fleet tests of 20 T-Bar Seats. Thorough examination of these fleet-tested seats showed practically no fatigue on the torsion bar nor wear on the bearings. Truck fleets in four operations—2-year users of Bostrom Viking T-Bar Seats—reported low maintenance costs. Only occasional lubrication was required, and readily done during maintenance checks.

Be sure to specify Bostrom T-Bar or Westcoaster Suspension Seats for your old or new trucks. Available from your truck dealer or parts distributor.

IMPROVED SEATING FOR IMPROVED PROFIT

©1962-Bostrom Corporation

Bostrom

Bostrom Corporation, Milwaukee 4, Wisconsin
 Member ATA Foundation Inc.



Profit-making machine

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Be sure to specify Bostrom T-Bar or Westcoaster Suspension Seats for your old or new trucks. Available from your truck dealer or parts distributor.

Bostrom

Bostrom Corporation, Milwaukee 4, Wisconsin
 Member ATA Foundation Inc.

IMPROVED SEATING FOR IMPROVED PROFIT

*TM—Bostrom Corporation



could you ride a **BUCKING** office chair all day?

Not much fun. Try it sometime riding a few hundred miles over rough roads for six or eight hours—or less—on a standard truck seat. Then you see and feel how jolts, jares and road shock take their toll on productivity and efficiency.

By contrast, ride on a Bostrom Viking T-BAR® Suspension Seat—see how and why it pays off. Road shock, jolts and jares disappear—soaked up in the suspension system under the seat, instead of amplified in the driver's body. Reduced driver downtime, improved customer relations, safety improvement with reduction of insurance costs, lower driver turnover and reduced training costs—these are the savings of Viking T-BAR seating. Lower costs mean improved operating profits.

Specify Bostrom Viking T-BAR Suspension Seats on your new trucks. Re-equip your older trucks. It definitely pays.



This Bostrom Viking T-BAR Suspension Seat has proved its value in hundreds of trucks over hundreds of thousands of use-miles. Simplified tension-bar suspension system keeps maintenance costs low and returns high. Literature available.

BOSTROM CORPORATION
 133 West Oregon Street • Milwaukee 4, Wisconsin



FROM: Karl Bostrom

4-17-63

TO:

H.J. Sibbards

ADMINISTRATIVE FILE

Bostrom Corporation

X Bagley

Attached is a list of
articles & research papers
we have issued on the
"ride problem."

If there is someone,
say in the St. Louis Medical
Center, or otherwise, who would
like a complete set, we will
be happy to forward it to
him.

Research in this area
has hardly been scratched
but we can't get funds from
the National Health Institutes
or the Public Health Service because
we are not a "non-profit" institution
a requirement under their grant.

BOSTROM CORPORATION
133 W. Oregon St.
Milwaukee 4, Wisconsin

K.B.

BOSTROM CORPORATION
MILWAUKEE 4, WISCONSIN

KARL BOSTROM
CHAIRMAN OF THE BOARD

April 17, 1963

Mr. H. J. Gibbons, Executive Assistant
to the General President
International Brotherhood of Teamsters,
Chauffera, Warehousemen and Helpers of
America
2801 Trumbull Avenue
Detroit, Michigan

Dear Mr. Gibbons:

At Dave Previant's suggestion, I am sending under separate cover and to your personal attention, copies of the brochure entitled "The Changing Image of the Truck Driver" originally published in Traffic Safety.

Beacauaa of a policy like your own, the American Trucking Association deleted every reference to the role we have played in the past 15 years in improving the riding-working conditions of the truck driver.

This was particularly unfortunate in our case because we have spent probably more than a million dollars in research on the truck seating problem, and as a consequence not only have been the pioneera, but today's leading and almost sole producer of these special types of seata.

We know our seat reduces fatigue and thereby increases the safety factor and the productivity of the truck driver who is the key in all trucking operations, far more so than any locomotive engineer ever waa in riding the rails.

Fortunataly, America is still the land of opportunity and we have achieved our objectives despite the resistance to the new; and to a large degree have educated the design engineers in the truck, earthmoving and farm tractor industries to the central importance of the human operator of the finely engineered machines.

Mr. H. J. Gibbons
April 17, 1963
Page 2

I'd say we have achieved our original purpose, but it continues under serious handicaps and limitations because there is no mass media through which we could economically reach the truck driver with our message. Hence, much of our selling has been word of mouth by the drivers themselves, but this is never enough in any sales effort no matter how good the product.

We took the only other tack that was possible and that was to prove through demonstration units which have been criss-crossing the country for the past seven years, going from fleet operator and truck distributor, city by city and state by state. We thereby have won approval at least from the larger truck fleets, which in terms of industrial relations, have a growing awareness of the important role their drivers play in creating profitable operations.

We have never been able to reach the smaller fleets, however, but maybe in time and through word of mouth from driver to driver, we will reach our total objective, which is to place these seats on all operations where the driver must stick to his vehicle for the major part of the day. Mass advertising and promotion is, of course, prohibitive because of the cost in relation to the limited and special market.

It may interest you to know that my contacts with the Teamsters Union goes back to the late '30's and early '40's when Mike Cashal was vice-president and Dan Tobin was president, both of whom I knew very well. This came about because I was labor editor for the New York Post between 1937 and 1941. I got to know Dan Tobin somewhat earlier, namely in 1936, when I covered politics and called on Dan when he was chairman of the National Democratic Labor Committee.

As the labor editor I got to know all of the top men in both the A.F. of L. and the C.I.O. in the course of my duties. On one occasion there had been an International Teamsters' convention in Washington and it was followed by a large group of delegates coming to New York as guests, who took a boat ride out to Coney Island and back.

I was the only newspaperman on the trip, by special invitation of Mike Cashal, and I have a vague recollection that you may have been on that ride.

Mr. H. J. Gibbons

April 17, 1963

Page 3

I vividly remember there was one man in the group with whom I spent a great deal of time discussing both politics and philosophy. It is for this reason that the name Gibbons sticks in my mind as the person I met on that occasion. However, I may be in error.

In any event, we are pleased indeed to send you copies of "The Changing Image of the Truck Driver". I am also including some other engineering material and brochures indicating the nature of our products.

Sincerely,

Karl Boatrom

Karl Boatrom

KB:db

Knc.

RECEIVED
JUNE 10
1963
FBI
FEDERAL BUREAU OF INVESTIGATION

ADMINISTRATIVE FILE

Bostrum Corporation

X

X

March 6, 1963

Mr. David Previant
Goldberg, Previant & Uelmen
511 Warner Theatre Building
Milwaukee 3, Wisconsin

Dear Dave:

We have your letter of February 22nd, and as you know, it is a fixed policy of our International Union not to make available our roster to any one outside of the International Union.

We would, however, be very happy to mail out the suggested brochure to our local unions if the Bostrum Corporation will forward to this office approximately 1,000 copies of this brochure.

Fraternally yours,

H. J. Gibbons
Executive Assistant to the
General President

HJG/yh

ALFRED S. GOLDBERG
DAVID PREVANT
ALBERT J. GOLDBERG
DAVID L. UELMEN
FRANCIS X. SWIETLIK, JR.
RICHARD M. GOLDBERG
GERALD A. GOLDBERG
ROGER E. WALSH

LAW OFFICES OF
GOLDBERG, PREVANT & UELMEN
(PADWAY, GOLDBERG & PREVANT)
311 WARNER THEATRE BUILDING
MILWAUKEE 3, WISCONSIN

BROADWAY 1-4500

JOS. A. PADWAY
1912-1947
I. E. GOLDBERG
1927-1947
SAUL COOPER
1937-1960



February 22, 1963

Mr. James R. Hoffa,
General President
International Brotherhood of Team-
sters, Chauffeurs, Warehousemen
and Helpers of America
25 Louisiana Avenue, N.W.
Washington 1, D.C.

Dear Jim:

There is enclosed herewith a brochure which was published by the Bostrum Corporation, and printed in a Trucking Industry Magazine called "Traffic Safety." The American Trucking Association ordered these for reprint because they thought it was so good.

You will recall that the Bostrum brothers, who own the Bostrum Corporation, are friends of mine who have specialized in the manufacture of scientific seating equipment for trucks. We recently published some of their research material in the Teamsters' Magazine.

Karl Bostrum would now like to send a copy of this brochure to every one of our Local Unions because he thought that the Local officers might use it to their good advantage.

For that purpose he inquired of me whether or not the I.B.T. would have any objection to his use of the current Roster for mailing it out. He assures me that there will be no advertising sent with

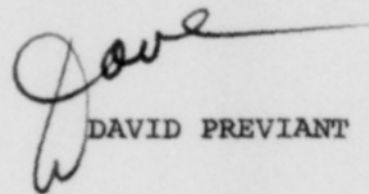


Mr. James R. Hoffa,
General President
International Brotherhood of Team-
aters, Chauffeurs, Warehousemen
and Helpers of America

#2 February 22, 1963

it, and that there will be no use of the Roster for other
purposes.

Regards,


DAVID PREVIAN

DP:ih

Enclosure:





THE CHANGING IMAGE OF THE TRUCK DRIVER

EXCERPTED FROM AN ARTICLE APPEARING IN

AUGUST, 1962



REPUBLISHED BY THE BOSTROM CORPORATION AS A PROJECT OF THE ATA FOUNDATION



Chicagoan Merle R. Gory is typical of the new breed of truck driver. He is a 35-year National Safety Council Safe Driver Award winner.

THE CHANGING IMAGE OF THE TRUCK DRIVER

by Elizabeth F. Goyak

Elizabeth F. Goyak, a former newspaper woman, is an account executive with Daniel J. Edelman and Associates, Inc.



Merle relaxes in his garden with daughter Sheron (L) and wife Nora. Gorys have two other daughters and four grandchildren.

As the story goes, the year was 1930 and it was a fall afternoon. A state trooper stopped a truck in Missouri and was greeted by an unkempt, unshaven and weary individual who had driven so many hours that he couldn't keep his truck from wandering on the road.

This was the man who had been called the Paul Bunyan of the highways because he could drive from Chicago to Denver in all kinds of weather without sleep or adequate food. He was pretty generally accepted as the "typical" truck driver.

Let's look at this man's counterpart 30 years hence. Has he changed?

The answer is an unqualified "Yes."

Today's truck driver is likely to be a neatly uniformed driver, clean shaven, of pleasant demeanor, who earns upwards of \$10,000 a year, has a family, a home, community roots, and who is a professional driver.

Has this change produced a corresponding change in his public image?

Since an image is the sum of thousands of impressions, we made a random sampling of experts in the fields of public law enforcement and regulation, medicine and safety, and laymen to get their reactions. We asked them, Has your image of the truck driver changed?

C. W. Bell, Captain, Texas Department of Public Safety, Midland, Tex.: "The public image of law professions has improved to the degree of truck drivers during the past two decades. The typical driver of two decades past had few responsibilities more than to maneuver his truck to a destination, and acquired few skills that were not necessary for his survival. The modern truck driver has established the well-earned respect of the public and of the traffic police for his driving skill, his courtesy and for his capabilities in rendering aid in emergencies."

Mrs. Josephine Oblinger, president, Illinois State Federation of Teachers, AFL-CIO, Springfield, Ill.: "I never ask anyone but a truck driver for directions when I am traveling."

Mrs. Roy Bernauer, housewife, Hayward, Calif.: "Considering all the drivers on the freeways here, they (truck drivers) are all very courteous in my opinion. On the open road the truck driver appears to be so alert, expert driver and lends a helping hand when he can, not only by helping in automobile failures, but by pulling over to allow you to pass... There are some few drivers on the other hand who do bring shame on the ones who are so responsible and courteous."

E. H. Quella, director, Bureau of Motor Carriers, Interstate Commerce Commission: "There is little question that the professional truck driver of today is a far safer and more skillful driver than his counterpart of the early days. Not every man who drives a truck is a real pro but with the combined work of the regulatory agencies and the members of the trucking industry, the ranks grow steadily and we look forward to the time when every interstate truck driver will merit the title, Professional Driver."

Mrs. John Hamilton, a director of the East Bay Chapter, National Safety Council, Piedmont, Calif.: "I find that we used to be frightened of truck drivers. I remember how we avoided any situation which might mean that we would have to deal with the truck driver. (Now) he seems to take pride in his tremendous truck, and he drives cautiously and carefully. I find that I now have an admiration for this man and a great deal of respect for the skill he has in handling his equipment."

Dr. Harold A. Brandaleone, New York City, chairman of the Committee on Standards for Motor Vehicle Drivers: "The large carriers are now aware of the importance of proper selection as a means of reducing accident rate, and have better employees. Better and more thorough preliminary investigation, training, psychological testing, interviewing, and medical examination have been providing better individuals for jobs. Thus the profile of the present day truck driver is of a more stable, dependable, dignified and responsible man."

Dan Daniel, regional safety manager, Nationwide Insurance Co., Raleigh, N.C.: "Yesterday's truck driver was a pioneer who learned to drive a truck most likely while work-

ing as a mechanic...today's driver is selected for his ability to drive safely under all conditions...the technical aspects such as vehicle maintenance, loading and unloading, etc., are left to experts to these fields."

Dr. James Maffett, Teachers College, Columbia University, New York City: "With the fading of the old steam locomotive, the truck driver, who is in charge of a large, heavy and powerful piece of equipment has become the symbol of masculine power."

Depending on viewpoint, the degree of change may be larger or greater, but all our respondents seem to agree that a change has occurred. How did it happen?

Today as we view the trucking industry we find it to be one of America's giants encompassing nearly 7,000,000 persons of whom 2,000,000 are for-hire drivers. It represents millions of dollars of investments, earnings, wages and salaries and equipment. It plays a vital role in the nation's economy and the American standard of living.

Yet we can look back and find this barnstormer of the road, who until recent years had presented a challenge of major proportions to the fleet owner and the nation's safety experts.

How could we tame this Paul Bunyan, this man of sinew...how could we change him into a responsible, dedicated employee without losing any of the qualities and spirit which make him suitable for the isolated life of the road?

It is obvious that the change wasn't brought about by mirrors, it was a momentous team effort effected in the manner of the free enterprise system.

The story starts with the beginning of the industry. In 1916 there were some 200,000 motor trucks in the country, so few that no one took them seriously. Compare this with 1962 and a registration of more than 11,000,000 vehicles. The first carries as a rule were individually owned and the trucker was usually referred to as a hip-pocket operator.

Contrast this with the professional fleet management of today. Many of the heads of fleets hold degrees in transportation which have covered

such studies as tariffs, rates, fleet management, safety education and vehicle maintenance. Since 1939, fleet supervisors have been able to take a 40-hour adult training course in fleet management at 30 different colleges through the program developed by the National Committee for Fleet Supervisor Training.

One of the most significant contributions to our knowledge about the truck driver, his working conditions, aspects of fatigue in long haul service, maintenance of fitness, vehicular operation and accidents, and many other areas, came with the completion of the study, *Human Factors in Highway Transport Safety* by the Harvard School of Public Health. Begun in 1949 and completed in 1954, by Dr. Ross A. McFarland, at that time associate professor of industrial hygiene, and Alfred L. Moseley, then research associate in industrial hygiene, it particularly emphasized that one of the most important ways of improving safety is to design equipment in terms of human capabilities and limitations. Mechanical design should be intimately related to the biological and psychological characteristics of the workers. It is reasonable to expect, therefore, that machines should be designed from the man outward with instruments and controls considered as extensions of his nervous system and body appendages.

The study, which was jointly sponsored by the American Trucking Associations, Inc., the National Association of Automotive Mutual Insurance Companies, the National Association of Motor Bus Operators and the Department of Defense, said the major areas of equipment in which the biological and engineering sciences can collaborate most effectively are 1) layout of the working space for ease and efficiency of operation, including allowances for variations in human body size, 2) design and arrangement of visual displays to provide information for operating under normal and emergency conditions, 3) design of controls and their arrangement, 4) control of toxic factors in the environment, and 5) protecting the worker in event of catastrophe.

Thus we find that the change occurring in the truck driver is far from skin deep—he has been taken out of his cramped cab, given adequate ventilation, comfortable seating to cut down on his body punishment, and by virtue of these improvements has gained more status. In discussing the new 1962 truck driver, he has been characterized as a family man earning a middle-class income. This assertion strongly contrasts with our view of him 30 years ago when he was lucky to make \$12.50 a week. Today the trucking companies say 54 per cent of their gross income goes into salaries, with drivers receiving a minimum of \$125.00 a week and as much as \$12,000 a year on a West Coast, mountain operation. Generally, over-the-road drivers average \$10,000 a year which is considerably higher than most white collar jobs.

It should be pointed out that these wage rates refer to the established carriers.

While the truck driver's income level permits him to live comfortably and support a family, being on the road constantly can be a strain to the family unit. Even this aspect of trucking has been given consideration by the modern carrier. One of the innovations in driver scheduling which permits a man to be home every night is the turnaround. According to Interstate Commerce Commission regulations, drivers in interstate commerce may drive no longer than 10 hours after eight hours off duty. With the turnaround system, the driver takes his load to a junction

point where he meets another unit and brings it back to his starting point. It is interesting to note in the Harvard study the results of testing done among championship truck drivers—top finishers in the Roadco which will be discussed in detail later. The study noted:

"From the data presented...it may be judged that the guesses concerning the levels of intelligence of successful truck drivers are in error, since half of the group scored in the range of superior intelligence. This is in keeping with our operational findings on the details of the job of driving and demands that are made upon the truck driver. The nature of emergency situations is such that at least normal intelligence is called for in the perception of complex situations, the analysis of the variables which may precipitate a collision, the development and evaluation of procedures to avoid involvement and the rapid carrying out of the decision so as to avoid a collision."



Gory, who was a mechanic before becoming a professional driver, has an extensive workshop. Here he readies his boat for fishing vacations.



Shoran and Mrs. Gory look on while Merle installs nameplate on house he built himself. Much of his leisure is spent on home chores.

However, the new equipment which today's truck driver has at his command would be worthless if the men at the wheel were not a professional driver and hence a safe driver.

So vital a role does safety play in the operation of our motor carriers that in 1961, according to the ATA research department, \$125,000,000 was spent by 3,155 Class 1 and 2 carriers for fleet safety and insurance programming.

Keystone of the National Safety Council's Motor Transportation Services is the Safe Driver Award Plan. Since the plan's inception some 1,800,000 Safe Driver Awards—the highest award for professional safe driving performance—have been made.

The product of cooperative effort from all parts of the motor transport industry, the award offers maximum incentives to the drivers: 1) It is based on well-defined achievement—operating without a preventable accident for certain stated periods of time as set forth in the rules. 2) Although based on substantial achievement in safe driving, the award is not unreasonable in its demands, taking into account the possible and impossible so far as safe driving is concerned. 3) A permanent record of each driver's award is maintained at the National Safety Council headquarters and drivers transferring from one company to another can take their driver status with them, provided the new company also subscribes to the service.

Currently there are some 330,000 professional drivers covered in the program. According to Alfred C. Finch, manager of the Council's motor transport department, more than 200,000 will earn the award this year, 10 times as many as qualified in 1947.

The second important phase of the Council's transportation service is the National Fleet Safety Contest based on "reportable" accidents per 1,000,000 vehicle miles which offers the fleet owner a chance to compete with other fleets which have comparable operating characteristics. More than 2500 fleets participate in this contest annually and it has continued to grow since its beginning in 1931.

Other services provided by the program include monthly magazines, letters, posters, compilations of accident statistics and pamphlets—all designed to develop and maintain interest in the over-all program of safe driving.

The ATA tackled the problem by originating its unique roadeo in 1937. Based on the premise that before truck drivers could be induced to become expert, courteous and safe drivers, they had to be given an incentive, this national contest of driving ability has become a high point in the industry.

According to Galey D. Santheimer, director of safety for ATA, in recalling a roadeo in New York's Madison Square Garden: "To those who

heard an enthusiastic crowd holler and cheer while neatly uniformed drivers backed their heavy vehicles into simulated parking spaces and loading platforms, there can be no doubt of the popular appeal this type of event can have. And to those who saw the beaming faces of the champions as they received their prizes from the mayor of New York City, there will be no arguing with the assertion of truck officials that the roadeo is the greatest morale builder we have ever had. . . ."

Another ATA program aimed at increasing drivers' skill and safety consciousness is as ingenious as it is effective. The Signs of Safety program gives points for safe driving—much as a housewife would receive stamps at the supermarket—which are redeemable in a merchandise catalog. For instance, a milk stake costs 170,000 safety points. The drivers receive their points monthly along with their pay checks and are eligible for a quarterly bonus of 1,000 points if they maintain their safe driving record.

Fleet emphasis on safety is also shown in more careful selection and training of drivers.

Today more than 5,000 of the nation's truck drivers have gone to truck drivers school. Perhaps the best known of these institutions is the North Carolina State College Truck Driver School. Records of the graduates show them to be twice as good as the old pros (86,000 miles vs. 200,000 miles after training until the first involvement.)

The fleets select men they think suitable to attend the month-long, intensive school. Often the procedure is to advance the candidates money for living expenses during the period and to absorb the \$175 tuition.

Students study ICC regulations, freight handling procedures, accident prevention, first aid, fire fighting and even public relations. Then each day, with three hours of classroom theory under their belts, the men go out into the field to practice backing exercises, alley dock parking, serpentine maneuvering and highway and city driving.

Many of the graduates of truck driving school slip into driver-trainer slots with the big fleets. Needless

to say, none of them has trouble getting a job after completing the course.

Although a driver has to be at least 21 years old for interstate commerce, more fleets choose men in the 25-to-27 age bracket for experience and maturity.

The truck driver candidate in addition to interviews and preliminary testing, usually is given complete medical evaluation including a thorough history, physical examination, urine, complete blood count, sedimentation rate, Wassermann test, chest X-ray and electrocardiogram. He will not be accepted if he has any organic or structural disease which would interfere with his safe driving.

A mental outlook attuned to safe driving is sought in all cases although knowledge in this area has been limited. A major contribution to the subject was made, however, two years ago when the National Safety Council used 5,000 professional drivers, all winners of the Safe Driver Award for 20 years or more, as the basis for a safety research and education project by Teachers College, Columbia University. The project was directed by Dr. James L. Malfetti and sponsored by the DuPont Co.

According to Dr. Malfetti, "Safety experts have long known that the basic personality of the driver is the only variable successfully related to accident frequency."

Those participating in the study received specially prepared questionnaires covering 22 key information areas ranging from the number of miles driven to company and personal accident and safety records. From this body, six semifinalists were chosen and subjected to an intensive battery of medical, psychological and driving performance tests administered by leading professionals in their respective fields.

In commenting on the results, Dr. Malfetti remarked at the time: "We have isolated what seems to be a most significant factor in safe driving, the safe driver's ability to organize instantly all of the factors in a complex driving situation so that he does the appropriate and correct action much on the level of a simple reflex action. It is this high speed 'computer mechanism' which appears to be one of the main differences between a safe, average or unsafe driver."

The research project is continuing with depth studies of several hundred drivers over an extended period of time. Such research will be used to "profile" the safe driver and develop techniques which may be used by licensing authorities, fleet operators, insurance underwriters and others to select safe and unsafe drivers.

Although we hear often of executive and military personnel being selected for top jobs only after their wives have been interviewed and checked for desirable personality qualities, the wife of the truck driver has only recently come in for consideration.

Now the Driver's Wife of the Year competition sponsored by the National Automobile Transporters Association recognizes her contribution.

As has been discussed before, the new image of the truck driver is not skin deep. He has become a revitalized member of the nation's working force with status and character. He is a necessary part of American life and on most occasions is assuming his role of responsibility and leadership, especially in regard to safety—in which, as a professional driver, he is becoming the prototype of caution, consideration and courtesy.

The new stature of the truck driver, excellent though it may be, would be of minimal impact were it not being communicated to the man on the street.

For this purpose the ATA, the voice of the American trucking industry has a highly geared public relations program including field men, women's and community relations specialists, a press, radio and television news section, a booklet and film production and distribution division and a special writing section.

The program has essentially three objectives: 1) to point out and demonstrate that the professional truck driver is a well-trained, highly skilled, courteous individual—that he is a good driver and a responsible person. 2) to show the essentiality of truck service, and 3) to prove the trucking industry pays its way.

Concerning these objectives, the ATA feels the difficult has been accomplished and the impossible will take a little longer, i.e., the first of these two objectives can be a matter of pride for the trucking industry... the third point is the most difficult and is made more so by the constant press of competition.

In the meantime, all signs point to continued expansion of the trucking industry. This growth will have its problems in terms of increased competition for the transportation dollar, but the industry believes that its greatest asset—service—will still be hard to beat.

Reprints are available from the ATA Foundation, 1616 P Street, N.W. Washington 6, D.C. or from Bostrom Corporation.

